an online photo development center (block **306**). Accordingly, the system may select one or more advertisements for a printer, printer driver, and/or online photo development service (block **308**) and present the advertisements to the user (block **310**). As mentioned previously, in some embodiments, advertisements may be presented at a location where the user would expect to complete corresponding tasks. For example, the photo editing software in which the user is working may include a preview pane (or task pane) for listing tasks. The user would expect to turn to the preview pane to print the image (e.g., by selecting a "Print this image" option in the preview pane). Accordingly, advertisements for printers, printer drivers, and online photo development services may be presented at this location in the preview pane. Additionally, as mentioned previously, in some embodiments, the advertisement may simply be presented as the task option (e.g., "Print this image") within the preview pane with some indication that the task is an advertisement (e.g., using a specific text color).

[0053] The user may review the advertisements presented and decide to inquire further regarding the advertised products or services. For example, the user may review an advertisement for a printer and wish to access further information. Accordingly, the user may select the advertisement; for example, by clicking on the displayed advertisement (block **402**). The advertisement includes an embedded link, which navigates the user to the advertiser's webpage (block **404**). As such, the user may access further information regarding the advertiser's printers and decide to purchase a printer (block **406**). Once the user receives and installs the printer, the corresponding task to print will be enabled (block **408**).

[0054] FIG. **5** through FIG. **7** provide illustrative screen displays of user interfaces presenting advertisements in accordance with embodiments of the present invention. It will be understood and appreciated by those of ordinary skill in the art that the user interfaces **500**, **600**, and **700** illustrated in FIG. **5** through FIG. **7** are shown by way of example only and are not intended to limit the scope of the invention in any way.

[0055] Referring initially to FIG. **5**, a screen display is depicted in which a user has navigated to a user interface **500** for accessing games **502**. Accordingly, the system may determine that the user would likely attempt to play one of the games. However, the system may also determine that the user device is not currently capable of running the games because of hardware deficiencies. As such, the system may select and present, in the dialog box **504**, a number of advertisements for hardware items that may allow the user to run the games.

[0056] The screen display shown in FIG. **6** provides an illustration of a user display **600** in which the user may access music files. For example, the user may have navigated to the user display **600** and may be listening to MP3 files stored on the user device. Based on the user actions, the system may determine that a task that the user may likely attempt to perform would be to purchase music online. Accordingly, the system has selected and presented a number of advertisements for online music shopping in a preview pane **602**.

[0057] Finally, in the screen display shown in FIG. **7**, a user has navigated to a user interface **700** for accessing and

viewing photos **702** stored on the user device. For example, the user may have downloaded photos **702** from a digital camera and may be viewing the photos in the user display **700**. The system may determine based on these user actions that a likely task that the user would like to perform would be to send one or more of the photos **702** to an online photo development center. Additionally, the system may determine that the user does not currently have any particular online photo development service subscriptions. As such, the system has selected and presented a number of advertisements for online photo development services in a preview pane **704** of the user interface **700**.

[0058] As can be understood, embodiments of the present invention provide for the selection and presentation of advertisements associated with products or service that enable or enhance tasks that the user is likely attempting to perform. Further embodiments of the present invention provide for enabling and enhancing tasks via conversions from such advertisements.

[0059] The present invention has been described in relation to particular embodiments, which are intended in all respects to be illustrative rather than restrictive. Alternative embodiments will become apparent to those of ordinary skill in the art to which the present invention pertains without departing from its scope.

[0060] From the foregoing, it will be seen that this invention is one well adapted to attain all the ends and objects set forth above, together with other advantages which are obvious and inherent to the system and method. It will be understood that certain features and subcombinations are of utility and may be employed without reference to other features and subcombinations. This is contemplated by and is within the scope of the claims.

What is claimed is:

1. A method for utilizing user actions on a computing device to select advertisements for presentation, the method comprising:

    tracking user actions on a computing device;

    determining one or more tasks that a user is likely to attempt to perform based on the user actions;

    determining that at least one of the one or more tasks is not enabled or is capable of being enhanced;

    selecting at least one advertisement for presentation, wherein the at least one advertisement is associated with a product or service that enables or enhances the at least one of the one or more tasks that is not enabled or is capable of being enhanced; and

    presenting the at least one advertisement.

2. The method of claim 1, wherein determining one or more tasks that a user is likely to attempt to perform based on the user actions comprises:

    accessing one or more statistical task models; and

    comparing the user actions against the statistical task models to determine the one or more tasks that the user is likely to attempt to perform.

3. The method of claim 1, wherein determining that at least one of the one or more tasks is not enabled or is capable of being enhanced comprises: